

MEDIA RELEASE

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COMMUNITY CHEST HONOURS CORPORATE STALWARTS IN GIVING

October 8, 2009 – President S R Nathan conferred top awards to outstanding companies and organisations at the 25th Community Chest Awards 2009 Presentation Ceremony held at the Istana. The fund-raising arm of the National Council of Social Service (NCSS) raised \$50.8 million last year which went towards supporting 149 social service programmes.

Highest honours for Tote Board and Singapore Pools, and PSA Corporation

The highest honours, the Pinnacle Award, went to the Tote Board and Singapore Pools, and PSA Corporation Ltd. The award is given in recognition of long-term and significant contribution by organisations or individuals. They would now join six other organisations, which had received the award since 2003, in the Pinnacle Club. The Club provides opportunities to network with other outstanding organisations and leading figures in the community, private and public sectors.

Tote Board and Singapore Pools

Household names to most Singaporeans, the Tote Board and the Singapore Pools are the largest donors of Community Chest and are among the nation's biggest supporters of charitable causes. Over the past five years, the organisation had contributed over \$80 million to Community Chest. Affirming their commitment to the social service sector, it launched the Tote Board Social Service Fund in 2006, contributing an average of \$40 million each year. Tote Board and Singapore Pools also received the Corporate Platinum Award.

Mr Tan Soo Nan, Chief Executive of the Tote Board and the Singapore Pools, said, "We recognise the good work of Community Chest and are committed to fully support its fund-raising efforts for social service programmes. By mainly covering its annual operating costs, we have made it possible that every dollar donated to Community Chest is made available to its supported programmes. We hope that our support has encouraged the community to remain generous and will spur them further in continuing to donate to worthy causes."

PSA Corporation Ltd

PSA Corporation Ltd, which operates the world's largest container transshipment hub in Singapore, is a key partner of Community Chest since 1983. Its dedication to the social causes, from both the company and its workforce, has been exemplary, consistently attaining a high staff participation rate in the Community Chest's SHARE programme every year. Over the years, they had contributed more than \$3 million to Community Chest. Its outstanding charitable record stems from its entrenched giving culture ingrained in its corporate motto '*Sharing is a Privilege. Sharing is a Duty. PSA Cares*', and a supportive management. In addition to the Pinnacle Award, it also received the SHARE Platinum Award for a staff participation rate of more than 70% in the SHARE programme.

"PSA is humbled to be presented the Pinnacle Award. We support Community Chest's SHARE programme because of our commitment to help children and youth achieve their potential and the elderly to lead dignified lives. We encourage regular participation from our staff and through their support of the SHARE programme, we hope to make a difference to the lives of the less fortunate in our nation," said Ms Wong Fong Tze, Vice-President (Corporate Communications) of the PSA Corporation Ltd.

Corporate stalwart in giving - SMRT Corporation Ltd

For its outstanding contributions, SMRT received six awards this year, including the inaugural Partner Platinum Award from President Nathan. The Partner Award was introduced to give recognition to the in-kind contributions by organisations which had resulted in significant cost savings for Community Chest and/or had generated impact in Community Chest's public education efforts. Last year, the transport company provided free advertising space worth over \$1 million to Community Chest at various MRT stations and trains which had contributed to successful campaigns such as '*Give-A-Hand!*', '*Official Opening of Comchest Green*' and '*Empower Us*'. Its generous support generated a heightened public awareness of the needs of the community and the role of Community Chest.

Over the years, SMRT has contributed over \$5 million to Community Chest through its employee participation in the SHARE programme and outright donations. A keen and supportive management has also been the driving force behind its philanthropic efforts which has also spurred an active Corporate Volunteer Programme mooted by its Chief Executive Ms Saw Phaik Hwa. For its consistent and multi-faceted contribution, SMRT Corporation Ltd is certainly Community Chest's corporate stalwart in giving.

Ms Saw Phaik Hwa, President & Chief Executive Officer of SMRT Corporation Ltd, said, "SMRT is honoured to be the inaugural recipient of the Partner Platinum Award. As a multi-modal transport provider that reaches two million commuters daily, we are in a good position to raise awareness of social issues and garner support from the public for various charitable initiatives through our extensive network media space.

Beyond this, each SMRT staff embraces the spirit of giving, contributing their time and effort to organise activities for beneficiaries of our three adopted charities, and fund-raising for the SMRT Silver Tribute Fund. The awards will spur us to continue our efforts to help those in need, tapping on our network and resources to lend our support to Community Chest.”

Companies show the way in cultivating a healthy lifestyle and doing good

11 companies received the Special Events Platinum Awards (for contributions of more than \$300,000) at the awards ceremony for their exceptional contributions through charity events. Among the Platinum award winners were the Singapore Exchange Ltd, and the Standard Chartered Bank together with the Singapore Sports Council (joint award), which formed a growing list of organisations that has infused healthy lifestyle events with a charitable end in mind.

Singapore Exchange Ltd

Since 2004, the Singapore Exchange Ltd (SGX) has rallied more than 700 listed companies in its fund-raising efforts for ‘*Bull Charge*[®]’. Each year, a new theme is introduced to give a refreshing spin to the iconic event. The company had also organised year-round outreach programmes for its adopted beneficiaries, which involved celebrities, key sponsors, partners and its employees. To be held on 20 November this year, the 3.2km run in the Central Business District would include a new event, the ‘Bulls-on-Wheels’, which would span some 500m. Last year, the event raked in close to half a million dollars for Community Chest. This year, SGX has committed 45% of funds raised to Community Chest. For its sterling partnership, SGX also received the 5-year Outstanding Special Events Award.

Standard Chartered Bank and Singapore Sports Council

The Standard Chartered Singapore Marathon 2008, organised by the Standard Chartered Bank and the Singapore Sports Council, marked its first partnership with Community Chest last year as its official charity partner for ‘*Run for a Cause*’, the charity component of the nation’s premier race. Marathoners were encouraged to sign up as charity runners and fund-raise a minimum of \$700 each. The maiden charity initiative raised over \$330,000. This year, the two organisations are renewing their partnership with Community Chest.

On 9 September 2009, close to 250 Bronze, Silver and Gold awards were given out to companies and organisations. Mr Teo Ser Luck, Senior Parliamentary Secretary of the Community Development, Youth and Sports, officiated the annual ceremony at the Marina Mandarin Singapore.

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that the fund-raising costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools (Private) Limited, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as www.comchest.org.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at www.comchest.org.sg) where one can make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

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